

NEW-PRODUCT RELEASE

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ADEY[®] Introduces *MagnaClean Micro2*[™] — A Compact Solution to a Potentially Expensive Hydronic System Problem

The Devastating Effects of Iron Oxide Sludge Can Now Be Virtually Eliminated

PITTSBURGH, PA (JANUARY 30, 2017) — Contractors are beginning to see a new problem surfacing in high efficiency hydronic heating systems: iron oxide sludge, also called magnetite. This black sludge, an unavoidable result of oxidation inside untreated hydronic systems, is causing expensive damage and loss of system efficiency. According to Dr. Neil Watson, ADEY[®] Global Technical Director, “Nearly **70 percent of circulator pumps returned to pump manufacturers fail due to iron oxide and other water quality issues**. Data also show that over 95 percent of debris in hydronic heating systems is made up of iron oxide.”*

Why is iron oxide sludge suddenly becoming a problem? Tom Tonkins, Director of U.S. Business Development for ADEY, has the answer: “Since the introduction into the North American market of high-efficiency boilers and ECM pumps, both of which have narrow waterways, there has been a significant increase in pump and boiler failures. When contractors service a system, it is evident, in most cases, that iron oxide is present.” In addition, “the new ECM pumps, which have variable speed motors for higher efficiency, have magnets in them... and magnets love magnetite,” explains Tonkins. As the magnets pull iron oxide into the circulator, even very small quantities can foul the pump.

The solution to the growing iron oxide problem is coming this winter. ADEY, a U.K.-based company launched in 2003, is introducing *MagnaClean Micro2*[™] to the North American market. It features a unique, patented magnetic filtration system that, within minutes of installation, begins to capture and remove virtually all of the suspended iron oxide that collects in hydronic heating systems. *MagnaClean Micro2* is specifically designed for smaller installations, making it ideal for tight spaces.



Figure 1: ADEY's *MagnaClean Micro2*[™] is designed for small spaces. Housed inside the canister is a powerful permanent magnet that traps iron oxide, removing it from the system and preventing expensive damage.

* Pump failure data based on studies of returns to European pump manufacturers. Percentage of iron oxide/magnetite in hydronic heating system debris also based on studies of European systems.



Figure 2: Side view of *MagnaClean Micro2*, showing quick-release trigger and rapid-fit connectors.

Designed for 3/4-inch copper and 3/4-inch NPT iron pipework, the ***MagnaClean Micro2*** is suited for baseboard and smaller residential installations. The compact unit is easily fitted on the return pipe to the boiler/circulator via rapid-fit connectors. It can be installed in minutes and serviced even faster, due to the unit's quick-release trigger, low-profile drain valve, and built-in air vent.

The shape of the inlet and outlet on the ***MagnaClean Micro2*** forces a cyclonic flow around the magnet inside the canister, for active first-pass capture of sludge. "The filter has no internal moving parts, and the magnets are strong rare earth neodymium magnets that show little or no change in magnetic flux over time," says Tonkins. "The type of magnet we use is

also rated to work in high temperatures up to 250°F."

By removing magnetic debris, ***MagnaClean Micro2*** not only extends the operational life of the system, but also offers benefits that save money and time for installers and homeowners...

Installer benefits

- Smallest servicing height in the industry — 1" clearance above and below
- Compact profile for tight spaces
- Rapid in-line installation
- Ideal for baseboard and smaller residential installations (apartments, single-family homes, etc.)
- Integral flow-diverters ensure 360° distribution for uniform flow around magnets
- Powerful permanent magnet
- Bi-directional flow: either port can be designated as entry port
- Captures non-magnetic debris, such as limescale
- Rotating filter connections allow customizable installation options
- Easy dosing of ADEY treatment products via canister
- Full-flow valves for minimal pressure drop

Homeowner benefits

- Reduced heating bills
- Reduced maintenance costs
- Greater efficiency means a warmer house
- Design allows for full flow at all times: no loss of pressure or heat
- Extends system life
- Zero operating cost
- No moving parts to replace
- Reduced carbon emissions

At a suggested retail price of \$180, Tonkins adds, "It's not a big investment, and the money saved by restoring system efficiency and decreasing repair costs far outweighs the initial investment."

ADEY is bringing to the U.S. market the *MagnaClean Micro2*, along with three additional filters sized for other residential and light-commercial applications. ADEY filters are a trusted solution in Europe and have been installed in over 3 million homes there. They are part of **ADEY's Best Practice™** System Process, a multi-step routine designed to clean and protect hydronic-heating systems for maximum efficiency.

For more information on the ADEY MagnaClean Micro2, please visit: adeyusa.com.

For more information on the full line of ADEY filters and other Best Practice System Process solutions, visit adeyusa.com. You can also telephone us at (844) 378-0442 or e-mail us at info@adeyusa.com.

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Hi-res versions of photographs to accompany this release are available for immediate download in .tif format by using this link: [http://ADEY.oreilly-depalma.com/2016/TQ COME](http://ADEY.oreilly-depalma.com/2016/TQ%20COME).

ADEY PROFESSIONAL HEATING SOLUTIONS is headquartered in Cheltenham, England, and has sales offices throughout the United Kingdom and Europe. U.S. operations are based in Pittsburgh, PA.

ADEY® is the industry-leading name in magnetic filtration, delivering **Best Practice™** maintenance and protection for domestic and commercial hydronic heating systems. Best Practice heating system protection is a five-step process using products engineered to ensure maximum efficiency in hydronic heating systems. ADEY's *MagnaClean®* filters are the best-selling brand in the U.K. with more than three million installed throughout Europe. Tens of thousands are fitted monthly, making it the leading filter for installers and homeowners. In addition, ADEY filters help protect the environment by reducing carbon emissions. ADEY also manufactures a growing range of premium quality chemicals developed in the U.K. at ADEY's own accredited laboratory.

For more information on ADEY and the entire line of ADEY's magnetic filters and Best Practice solutions, please call (844) 378-0442 or visit our website at www.adeyusa.com.



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